



*Robert L. Payne*

Integrated Marketing and Digital Media

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## SUMMARY OF QUALIFICATIONS

- Award-winning marketing and communications professional with more than 8 years of integrated and online marketing experience.
- Proven success generating and closing >\$1M/qualified lead in highly competitive markets and industries.
- Unique ability to bridge the gap between technical and non-technical skill sets and manage marketing budgets >\$500K.
- Featured in numerous trade publications and periodicals as an expert on email, mobile, social, and website marketing.

## INDUSTRY EXPERIENCE

2011-Present  
Tampa, FL

**SAXOTECH, Inc**

*Director of Marketing*

### Highlights:

Grew lead pipeline through improved brand positioning and multichannel marketing, and helped to qualify and close individual new accounts of \$11 million. Defined and executed large product strategies for audience development and social media involving multiple database structures and APIs, as well as smaller projects such as integrating YouTube video with JavaScript and HTML.

### Responsibilities include:

- Create and execute an integrated marketing communications plan for a global technology company
- Develop multi-channel marketing materials for complex technology platforms and complementary solutions
- Plan and execute international events with creative strategies for multi-channel communication and lead generation
- Manage publicist and oversee all public relations efforts in North America and Europe
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- Manage Salesforce.com specialist and lead pipeline
- Supervise external vendor relationships
- Lead all website initiatives with a focus on brand consistency, usability, persuasion architecture, search engine optimization and content management

2010-2011  
Tampa, FL

**SAXOTECH, Inc**

*Marketing Manager*

## **Highlights:**

Promoted to Director of Marketing after successfully branding and launching 2 new product lines while simultaneously managing the marketing activities for 4 business segments in America and Europe. Successfully created and managed high profile Web, email marketing, print, advertising, tradeshow and public relations projects involving multiple employees and stakeholders.

## **Responsibilities included:**

- Integrated marketing strategy development and execution
- Website design and development
- Social media marketing strategy, persona development, and content creation
- Public Relations
- Event marketing and management
- Copywriting for press releases, print, web, email

2007-2009

**Twelve Horses**

Salt Lake City, UT | Reno-Tahoe, NV

*Marketing Director*

## **Highlights:**

Worked with key clients to implement social media strategies resulting in an increase of organic search traffic of more than 280% as well as top 3 positioning for primary keywords in a very competitive market. Packaged and priced social media deliverables and trained Account Executives on best practices and strategies using Wordpress, Flickr and YouTube APIs, Facebook Toolkit, Twitter and RSS feeds.

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**Responsibilities included:**

- Managed the Twelve Horses brand identity and all interactive and traditional marketing initiatives including web development, search, social media and email marketing, event marketing and management, public relations, and advertising
- Led cross-functional teams to provide print and web design, social media marketing, video production, and event execution.
- Managed media relations and the distribution of all press materials
- Provided client consulting and business development support for all product and service divisions
- Clients have included:
  - *Heavenly Mountain Resort*: developed client's online marketing plan and managed the interactive, social media, and search engine marketing objectives to position them as the leading ski resort destination online
  - *Park City Mountain Resort*: drafted their social media marketing plan and grew destination visitors through search engine optimization, social media marketing consulting, and more effective messaging and copywriting
  - *America's Adventure Place*: steered the Reno-Tahoe brand down the path of blogging, social media marketing, and video production as a means of further connecting with destination visitors and meeting planners

2005-2007

**Twelve Horses North America**

Reno-Tahoe, NV

*Marketing Manager*

**Highlights:**

Promoted to Marketing Director after successfully launching new social media services department that grew to generate new client and upsell opportunities exceeding \$1 million by the 2<sup>nd</sup> year. Received a Webby Award for blogging and podcasting series that focused on local businesses in key markets

**Responsibilities included:**

- Led the redesign of the Twelve Horses website and implemented a brand refresh across all supporting collateral and communication mediums
  - Implemented a comprehensive and award-winning blogging, podcasting, and social media strategy
  - Facilitated all internal communications regarding changes in the brand, as well as additions of new strategies, products, and services
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- Managed and prepared all external media and customer communications
- Responsible for all events and tradeshow
- Conducted all ad creation and ad buys in targeted publications in key markets
- Produced all copywriting and messaging material for website, brochures, emails, press releases, advertisements, and social media
- Generated new leads and prepared proposals, RFPs, and statements of work

2004-2005  
Reno, NV

## **Mandalay Resort Group**

*Publicist/Marketing Coordinator*

### **Highlights:**

Awarded “Simply the Best” for distinguished and exemplary performance in creating email and search engine marketing campaigns to drive hotel visits and loyalty campaign participation with returns on investments exceeding 450%.

### **Responsibilities included:**

- Coordinated the development of two monthly publications in partnership with the local Gazette-Journal
- Led the design and delivery of monthly email marketing campaigns with consistently positive ROI
- Managed two gaming property websites with emphasis on booking hotel room nights and gaming promotions
- Coordinated all search engine marketing placement and budget allocations in conjunction with Agency.com
- Prepared and distributed all public relations communications
- Organized sport, gaming, and entertainments events and served as liaison to all media
- Participated in hotel forecasting and market strategy

## **EDUCATION**

2004

### **University of Nevada**

Masters in Business Administration

1998

### **Clemson University**

Bachelor of Arts – History

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